

ABSTRACT

A method of selecting and delivering a greeting card, including: obtaining a document with details of a selection of available greeting cards, the document having at least one user-interactive element with which a user interacts to select a card using a
5 sensing device adapted to transmit interaction data to a computer system; indicating selection of a card using the sensing device; including a message using the sensing device; and sending the card to a recipient address via the computer system.

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